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OCTOBER-DECEMBER 1964

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CURRENT SERIAL RECORDS

CONSUMER PURCHASES OF

CITRUS

• **Fruit**

• **Juices**

• **Drinks**

AND OTHER PRODUCTS

CPFJ-159

U. S. DEPARTMENT OF AGRICULTURE

Economic Research Service in Cooperation

with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

May 1965

CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,
DRINKS, AND OTHER PRODUCTS
OCTOBER-DECEMBER 1964

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Economic Research Service

Data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons; hence, totals by quarters are for 12 weeks, and by seasons, for 48 weeks. Expenditures are computed from prices paid for the most prevalent size of container.

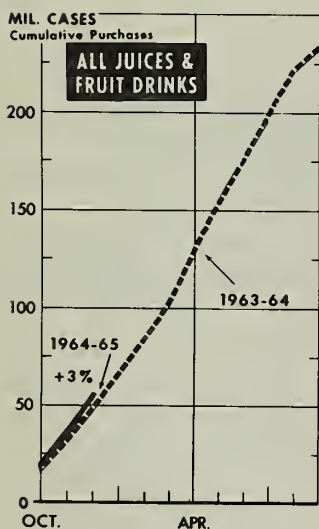
HIGHLIGHTS

Consumer purchases of reported fruit juices and drinks averaged 18.4 million cases (single-strength equivalent) per month in October-December 1964, 3 percent or 612,000 cases more than in corresponding months of 1963. Since prices paid for these products held at 5.2 cents per 6-ounce serving, consumer expenditures also were moderately above year-earlier levels.

Purchases of fresh oranges were up 6 percent, in contrast to a 3 percent decline in movement of fresh grapefruit. Use of canned grapefruit sections and chilled citrus salads and sections was up rather sharply. Prices paid for these fresh and processed fruits were a little higher than a year earlier.

Supplies of orange and grapefruit items were below and prices above 1961-62 levels, reflecting continued short supplies as a result of the December 1962 freeze in Florida.

Average monthly (4-week period) purchases of frozen concentrated orange juice in October-December were up 30 percent--1 million gallons per month--from a year earlier; consumer expenditures, up 17 percent; and prices, down 9 percent. Purchases of chilled orange juice increased 22 percent with prices holding even. Movement of prune juice rose 8 percent as prices fell 4 percent. Use of canned single-strength fruit drinks was up 3 percent with prices holding about the same.



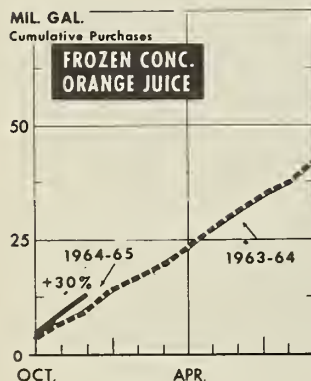
On the other hand, purchases of canned orange juice were off 23 percent and canned grapefruit juice was off 34 percent. Consumer expenditures for the 2 items were also down despite higher prices. Purchases of frozen concentrated fruit drinks were off 14 percent and prices off 6 percent. Movement of miscellaneous canned juices were down moderately, and a slight decline was reported for miscellaneous frozen concentrated fruit juices.

Consumer outlay for reported products averaged \$96.4 million per month in October-December, about 4 percent more than a year earlier. Expenditures for fresh oranges and grapefruit accounted for 27 percent of that amount; frozen concentrated orange juice, 23 percent; other fruit juices, 31 percent; fruit drinks, 17 percent; and citrus salads and sections, 2 percent.

Change in Frequency in Reports: Purchase reports for 1964-65, of which this is the first, will be issued quarterly rather than monthly as heretofore. The next report will cover January-March 1965.

FROZEN CONCENTRATED JUICES

Market for FCOJ Begins Upturn



The household market for frozen concentrated orange juice in October-December 1964--the first quarter of the 1964-65 reporting year--was the strongest and prices the lowest since early 1963. Buying family expenditures, as well as total consumer outlay, were larger than usual. (See tables 1, 16-19 and figures 7-9.)

Purchases averaged 4.2 million gallons per month, 30 percent or 1 million gallons more than in the same period of 1963. (See figure in margin.) This gain, coupled with a decline in purchases of canned single-strength juices and the fruit drinks, brought the frozen concentrated orange juice share of the household market for fruit juices and drinks up from 20 to 27 percent, its largest share since the freeze. ^{1/}

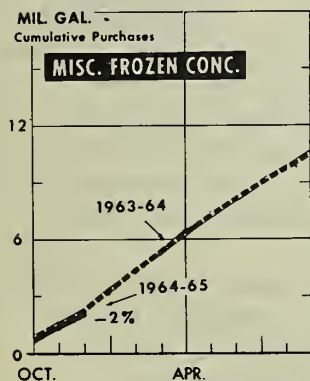
^{1/} To compute purchases on a single-strength equivalent basis, frozen concentrated fruit juices are converted at 4 to 1; frozen concentrated fruit drinks, at 4.5 to 1. The latter is an approximation since the detail of purchase by product is not available. Cases are the equivalent of 24 No. 2 cans . . . 432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for usual unit of purchase shown in table 19.

An average of 23 percent of the Nation's families bought the product in each of the 3 months compared with only 20 percent a year earlier. In addition, purchase size rose from 6 to 7 cans per buying family. This represented the purchase of 27 servings (6-ounce) per buying family per month, enough to serve a family of four about once every 4 days. In comparison, purchases in corresponding months of 1963 were only large enough to serve a family of four once in 4.6 days; those in October-December 1962 were great enough to serve the family every 3 days.

Retail prices averaged 25 cents per 6-ounce can, down 9 percent from last October-December's near-record high of 27.6 cents. Thus, a typical buying family spent a \$1.70 per month for frozen orange juice. That was about the same amount families spent a year earlier, but it was 28 percent above October-December 1962, when total purchases, expenditures, and the number of buyers were among the highest recorded, and prices the lowest since 1957.

The relative rise in purchases was considerably greater than the price decline, and total consumer expenditures for the juice in October-December were up 17 percent--\$3.3 million per month--from the same period of 1963.

Market for Miscellaneous Frozen Concentrates Slows

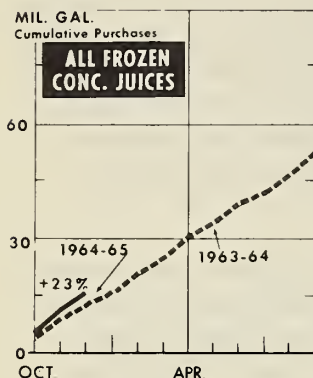


In contrast to the sharp increases reported for frozen concentrated orange juice, consumer purchases and expenditures for other frozen concentrated fruit juices in October-December 1964 were down slightly from the same period of 1963. (See tables 8, 16-19 and figure 8.)

About 6 percent of the Nation's families bought in each month of the quarter; size of purchase averaged about 4.8 cans. This amounted to the use of 19 servings per month compared with 27 servings of frozen concentrated orange juice.

Price paid for miscellaneous frozen concentrated juices averaged 21.5 cents per 6-ounce can, within a cent or so of amounts paid for about 1½ years. The average buyer spent \$1.03 per month for them compared with \$1.68 for frozen concentrated orange juice.

Frozen Concentrated Juices Claim Larger Share of Market

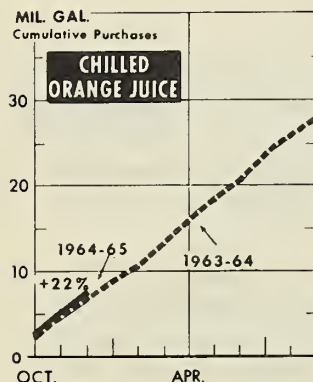


Total purchases of frozen concentrated juices in October-December were up 23 percent--2.8 million gallons--from corresponding months of 1963. This increase, together with declines in purchases of some competing juices and drinks, brought the frozen concentrated juice share of the household market for juices and drinks up to 32 percent from 27 percent a year earlier. (See tables 9, 18 and 19 and figures 7 and 9.)

Retail prices for the frozen concentrates in October-December were down 7 percent from a year earlier to 6.1 cents per 6-ounce serving and were the lowest recorded since April 1962. Nevertheless, because of the heavy increase in purchases, consumer outlay was up 14 percent. The amount spent for them accounted for 38 percent of the total consumer outlay for all fruit juices and drinks compared with 35 percent a year earlier.

SINGLE-STRENGTH JUICES

Chilled Orange Juice Purchases Up Sharply



Except for October-December 1962, purchases of chilled orange juice were the largest recorded for the quarter in the 8 years these data are available. Prices were comparatively high, and expenditures per buying family, as well as total consumer outlay, were up to new peaks. (See tables 2, 16-19 and figures 7-9.)

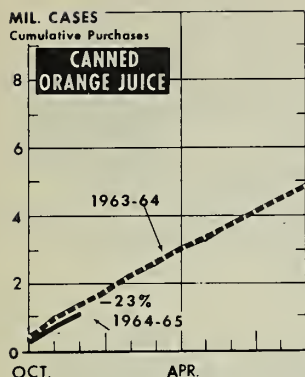
Monthly purchases averaged 22 percent or 464,000 gallons above those in the first quarter of 1963-64. (See figure in margin.) The gain was accounted for by an increase in number of buyers from 4.8 to 5.5 percent of the Nation's families, together with a rise in size of purchase to 17.4 servings per buying family per month.

Retail prices averaged 47.3 cents per quart, about the same as they have been since mid-1963. Buying family expenditures were up moderately to \$1.54 per month, and total consumer outlay rose 20 percent or \$0.8 million per month.

Market for Canned Orange Juice Continues to Shrink

The household market for canned single-strength orange juice in October-December 1964 continued the decline that has been in progress since the early 1950's. The volume of purchases, number of buyers, and consumer expenditures were down to virtually record lows for this

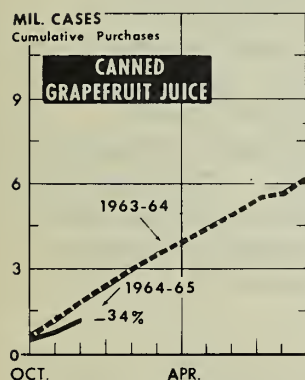
16-year series. The downtrend in recent months was accelerated by unusually short supplies as a result of continuing effects of the 1962 freeze. (See tables 3, 16-19 and figures 7-9.)



Retail movement was off 23 percent--106,000 cases per month--from the same months in 1963 and was less than half as large as the 1957-61 average for the period. (See figure in margin.) An average of 3.4 percent of the Nation's families bought in each of the 3 months compared with 4.4 percent a year earlier. Size of purchase was down slightly to 13 servings per month. Ten years earlier, purchases averaged 16 servings per month among the 10.3 percent of families that bought.

Retail prices dropped from 58.7 cents per 46-ounce can in October to 53.8 cents in December. Nevertheless, the average for the quarter (56.8 cents) was among the highest recorded. Families who continued to buy spent 97 cents per month for the juice, considerably more than in most months of the 3 preceding years. Even so, total consumer outlay was off 16 percent or \$359,000 per month from the corresponding period of 1963.

New Lows for Canned Grapefruit Juice

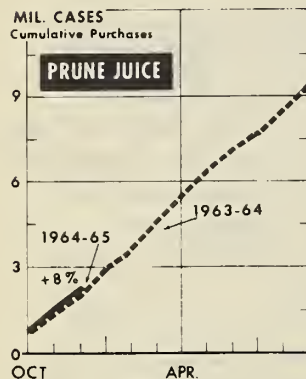


Fewer families buying, together with a smaller size of purchase, resulted in the slowest October-December movement of canned single-strength grapefruit juice recorded in the 16-year series. Prices were record high, but consumer outlay was down sharply. As for canned orange juice, movement of this product has been decreasing over the years, and recent downturns were aggravated by short supplies as a result of the 1962 freeze. (See tables 4, 16-19 and figures 7-9.)

October-December purchases of canned grapefruit juice were down one-third--202,000 cases per month--from the first quarter of 1963-64. An average of 3.4 percent of the Nation's housewives served it in each month of the quarter compared with 4.7 percent a year earlier. Similarly, size of purchase was off 10 percent to only 14 servings per month.

Prices paid for canned grapefruit juice remained on the upturn begun in December 1962. The October-December average of 46 cents per 46-ounce can was up 20 percent from a year earlier and up 72 percent from 2 years earlier. The comparatively few families who continued to buy spent 87 cents for it, about 8 percent more than in the comparable period of 1963. Nevertheless, total outlay was down 21 percent--\$445,000 per month--to a new low.

Consumer Market for Prune Juice Continues to Expand



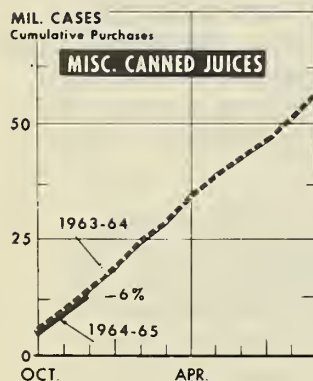
Retail movement of prune juice remained on the upturn with retail sales for the quarter up to a record high for this 16-year series. Although retail prices were the lowest in several years, consumer outlay also rose to a new high. (See tables 5, 16-19 and figures 7-9.)

October-December purchases were up 8 percent--54,000 cases per month--from a year earlier. This gain reflected heavier buying in October and November, with December purchases holding even with a year earlier.

An average of 7.3 percent of the Nation's families bought in each of the 3 months, the largest proportion recorded for the quarter. Purchase size--13 servings per month--also was larger than usual.

Prices paid for prune juice averaged 39.8 cents per quart, down 4 percent from the year earlier, and the lowest recorded since 1958. Buying family expenditures dipped slightly to 97 cents per month. Nevertheless, since more families bought, total consumer outlay was up 3 percent.

Retail Sales of Miscellaneous Canned Juices Stay on Downturn

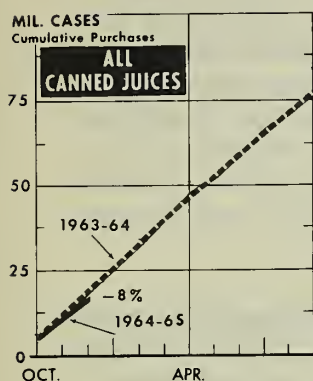


October-December household purchases of miscellaneous canned single-strength juices such as apple, grape, pineapple, and tomato were off 6 percent--296,000 cases per month--from the same months a year earlier. The strong market that developed for these noncitrus juices after the 1962 freeze was short-lived, and purchases have declined since March 1963 when movement was the heaviest recorded in recent years. This product group accounted for 24 percent of the fruit juices and drinks bought for home use in October-December compared with 27 percent a year earlier. (See tables 7, 16-19 and figures 7-9.)

About 33 percent of the Nation's families bought these products in each month of the quarter compared with 34.5 percent in the same months of 1963. This loss of market was further aggravated by a decline in size of purchase to 17 servings per month.

Prices paid for miscellaneous canned juices, which averaged 32.4 cents per 46-ounce can, were not much different from those of the preceding 1½ years. The typical buyer spent 72 cents per month for them, about the same as a year earlier but considerably less than spent for competing juices or the fruit drinks. However, since fewer families bought, total consumer outlay was down about 3 percent or \$416,000 per month.

Canned Juice Buyers Shifting Toward Frozen Concentrated Juices



Household purchases of all canned single-strength juices, in contrast to the upturn of frozen concentrated juices, continued to decline in October-December as they have been doing since early 1963, when movement was the heaviest recorded in recent years. In the quarter, canned juices accounted for about 33 percent of all juices and fruit drinks bought for home consumption compared with 37 percent a year earlier. Correspondingly, the market share for frozen concentrated juices was up 5 percentage points. (See tables 11, 16-19 and figures 7-9.)

Purchases of canned juices in the first quarter of the 1964-65 marketing season were off 8 percent--551,000 cases per month--from the same months of 1963-64. Size of purchase averaged 19 servings per month among the 39 percent of families that bought. Both factors of retail movement were below year-earlier levels.

October-December retail prices averaged 37.9 cents per 46-ounce can, within a cent or so of those paid during the preceding year. The typical family held expenditures for these juices to 95 cents. This was substantially below amounts spent for frozen concentrated or chilled orange juices and was moderately below the amount spent for canned fruit drinks.

Total outlay for canned juices was down 5 percent--\$1.1 million per month--from the corresponding 1963 period. At the same time, expenditures for other types of juices increased 15 percent.

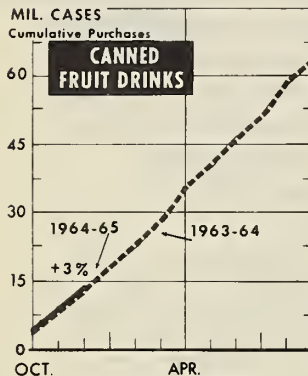
Purchases of All Fruit Juices Up 6 Percent

Consumers bought 6 percent--700,000 cases per month--more juices (frozen concentrated, chilled, and canned single-strength) in October-December 1964 than in the same months of 1963. This increase, together with the decline in use of fruit drinks, resulted in a rise in the juice share of the household market from 67 to 69 percent. (See tables 15, 18 and 19 and figures 7 and 9.)

Retail prices for the juices held at the year-earlier level of 5.7 cents per 6-ounce serving. Nonetheless, because of the increase in purchases, consumer expenditures were up 6 percent or \$3 million per month. In contrast, the outlay for all fruit drinks declined moderately.

FRUIT DRINKS

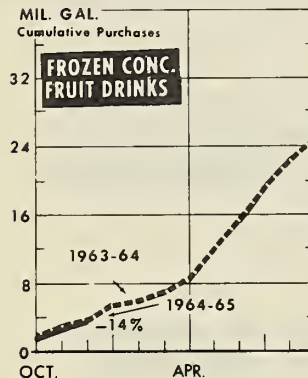
Upturn Slows in Purchases of Canned Fruit Drinks



Consumers bought canned single-strength fruit drinks in October-December in moderately larger volume--3 percent or 121,000 cases per month--than a year earlier. (See figure in margin.) This gain was considerably smaller than those recorded in the preceding 18 months, and for the first time since April 1963, canned fruit drinks were bought in lesser volume than frozen concentrated orange juice. (See tables 12, 15-19 and figures 7-9.)

Retail prices for canned fruit drinks averaged 32 cents per 46-ounce can in October-December, not much different from those in the past year or so. The typical buyer spent an average of \$1.04 per month for them or moderately more than for canned juices. Total outlay for the drinks was up only slightly from a year earlier, but was up 49 percent from 2 years earlier.

Purchases of Frozen Concentrated Fruit Drinks Down



Purchases of frozen concentrated fruit drinks in October-December 1964 were off 14 percent--157,000 gallons per month--from the same months of 1963. ^{2/} As a result, they accounted for only 7.2 percent of all juices and drinks bought for home use during the quarter compared with 8.6 percent a year earlier. This was the second quarter in succession that purchases were below year-earlier levels. (See tables 9, 15-19 and figures 7 and 9.)

October-December retail prices for frozen fruit drinks were down 6 percent to 14.2 cents per 6-ounce can. Inasmuch as purchases also declined, the amount consumers spent for them was off 18 percent--\$692,000 per month--from the same period of 1963.

Total Market for Fruit Drinks Down Slightly

The total quantity of canned single-strength and frozen concentrated fruit drinks bought for household use in October-December was off 2 percent--90,000 cases equivalent single-strength per month--from a year earlier in

^{2/} Detail of purchases by orange and other frozen concentrated juices, and on proportion of families buying and size of purchase are not available for 1964-65 as they were for 1963-64.

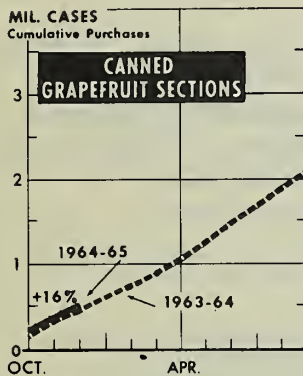
contrast to a moderate increase in purchases of fruit juices. ^{3/} As a result, the fruit drink share of the household market slipped from 33 to 31 percent. (See tables 15, 18 and 19 and figures 7 and 9.)

Retail prices for fruit drinks held at the year-earlier level of 4 cents per serving, well below the 5.7 cents paid for fruit juices. The total amount consumers spent for fruit drinks was off 3 percent from the first quarter of 1963-64.

CITRUS SECTIONS AND SALADS

Use of Grapefruit Sections Up

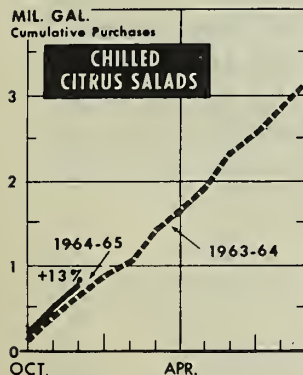
In October-December 1964, housewives increased their purchases of canned grapefruit sections by 16 percent or 23,000 cases per month in comparison with the same period of 1963, when movement was the slowest recorded in this 8-year series. (See tables 6, 17-19 and figures 7-9.)



Most of the gain stemmed from an increase in size of purchase from 11 to 12.4 servings (4-ounce) per month. The proportion of families buying (2.9 percent per month) was slightly larger.

Retail prices, at 27.8 cents per No. 303 can, were within a cent or so of amounts paid during the preceding year. The average buyer spent 86 cents per month for them, or 13 percent more than a year earlier. Total consumer outlay was up 18 percent.

More Chilled Citrus Salads Sold



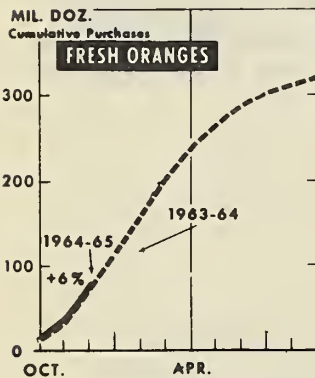
Purchases of chilled citrus salads and sections were up 13 percent--30,000 gallons per month--from October-December a year earlier. This gain was a result of an increase in number of buyers tempered by a smaller size of purchase. (See tables 10, and 17-19.)

Prices paid, at 73 cents per quart, were about the same as a year earlier, but were below those of intervening months. The typical buyer spent 95 cents per month for them or 8 percent less than a year earlier. Nevertheless, since more families bought, total consumer outlay was up 14 percent.

^{3/} Frozen concentrated fruit drinks are converted to single-strength equivalent at 4.5 to 1. This is an approximation, since purchases of individual products, which vary widely by season, are not known.

FRESH ORANGES AND GRAPEFRUIT

Purchases of Oranges Up Moderately

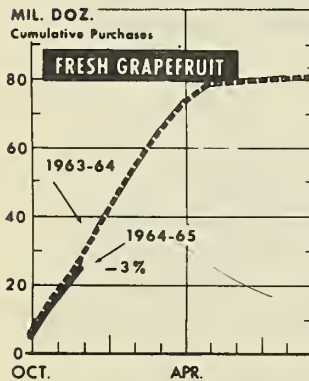


Household consumers bought about 6 percent more oranges--1.3 million dozen per month--in October-December 1964 than in the same period of 1963. However, purchases were down moderately from corresponding months of 1962 when citrus trees and crops in Florida were severely damaged by freezing weather. (See tables 13, 17-19 and figures 7-9.)

The proportion of families buying oranges in October-December averaged 27.8 percent per month, about the same as both a year and 2 years earlier. Purchase size--18 oranges per month per buying family--held even with October-December 1963, but was moderately smaller than 2 years earlier.

Retail prices were steady at 60.7 cents per dozen. Hence, buying family expenditures were up slightly to 97 cents per month, and total consumer outlay increased 8 percent. Fresh oranges accounted for about 35 percent of the total amount spent for orange items in October-December, a slightly smaller proportion than a year earlier.

Fresh Grapefruit Sales Off Moderately

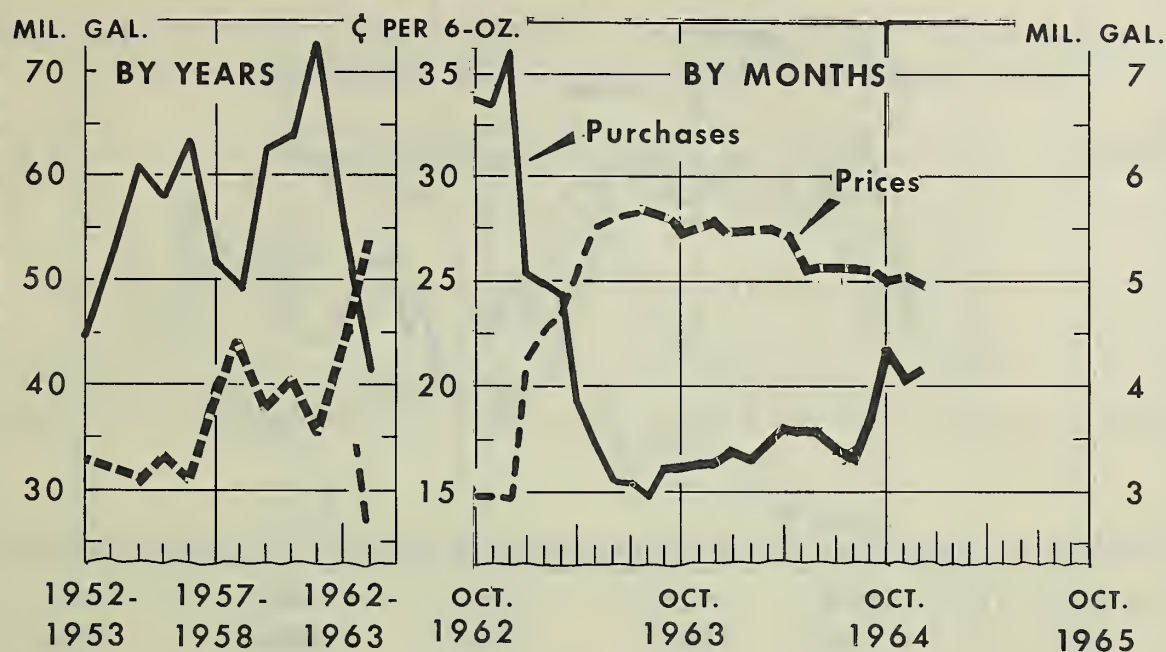


October-December household purchases of fresh grapefruit were down 3 percent--255,000 dozen per month--from both a year and 2 years earlier. Both the size of purchase--8.5 grapefruit per month--and the proportion of families buying--21.4 percent per month--were off slightly. (See tables 14, 17-19 and figures 7-9.)

Prices were up 4 percent to \$1.17 per dozen. The rise reflected comparatively high prices in October, with November and December prices virtually identical with those of the preceding year. Expenditures per buying family (82 cents per month) and total consumer outlay were off slightly from October-December 1963, but were well above those of 2 years earlier.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 2537

ECONOMIC RESEARCH SERVICE

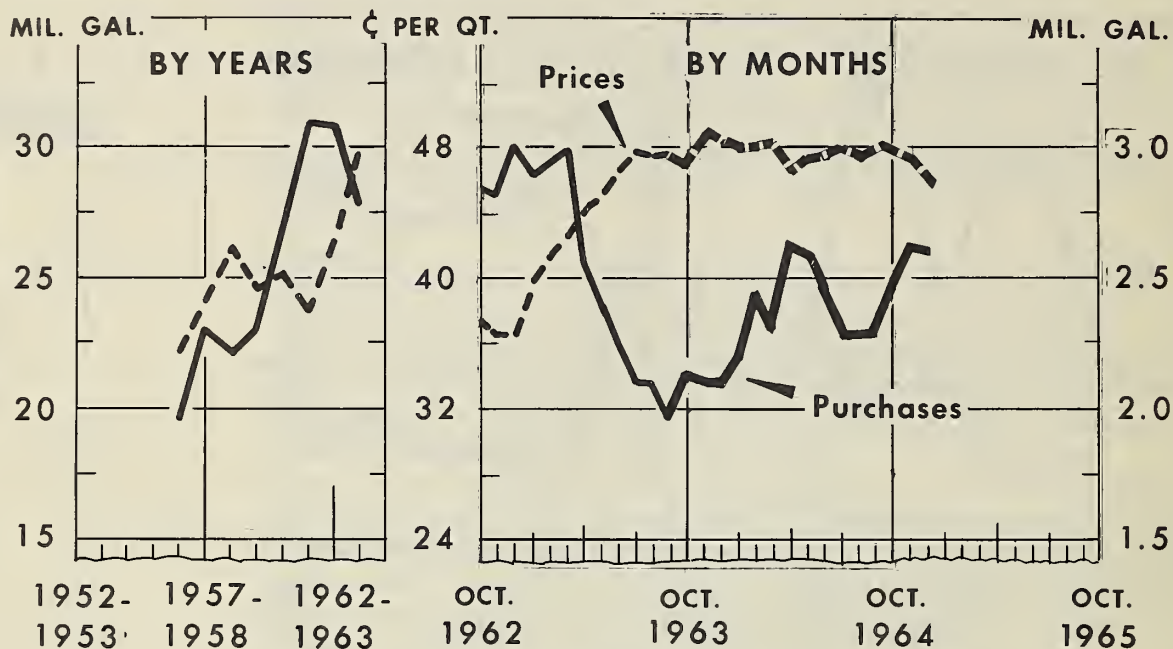
Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	Average : 1957-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1957-61	1963- : 1964	1964- : 1965
	gallons	gallons	gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,111	3,238	4,369	20.5	23.0	36.4	42.6	19.7	27.7	25.0
Nov.	4,970	3,263	4,090	20.4	23.1	36.9	39.6	19.9	27.4	25.2
Dec.	4,996	3,240	4,163	20.3	23.2	36.4	40.0	19.6	27.8	24.9
Oct.-Dec.	15,077	9,741	12,622	---	---	---	---	---	27.6	25.0
Jan.	5,312	3,398		21.4		36.0		19.6	27.3	
Feb.	5,207	3,283		20.4		36.4		19.6	27.4	
Mar.	5,172	3,494		20.5		38.3		19.6	27.4	
Jan.-Mar.	15,691	10,175		---		---		---	27.4	
Apr.	5,147	3,649		20.7		39.5		19.3	27.0	
May	4,941	3,572		20.5		39.3		19.3	25.7	
June	4,740	3,551		19.8		39.4		19.5	25.7	
Apr.-June	14,828	10,772		---		---		---	26.1	
July	4,601	3,349		19.1		39.0		19.6	25.6	
Aug.	4,580	3,290		19.6		38.0		19.8	25.6	
Sept.	5,111	3,728		21.4		39.2		19.6	25.4	
July-Sept.	14,292	10,367		---		---		---	25.5	
Season	59,888	41,055		---		---		19.6	26.6	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 2538

ECONOMIC RESEARCH SERVICE

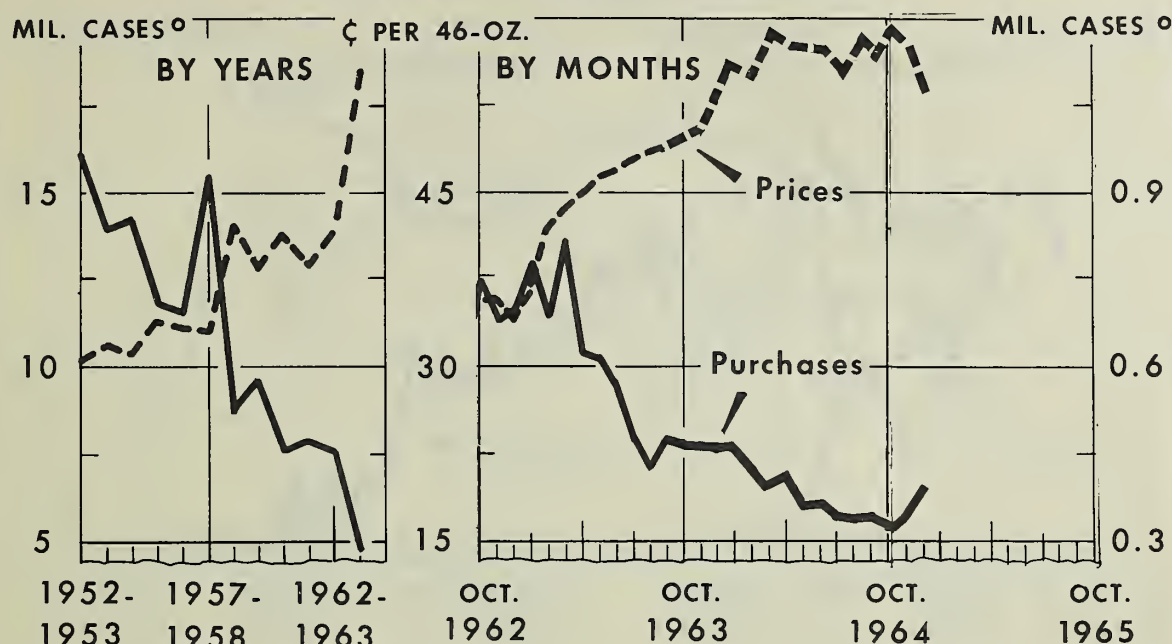
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	Average : 1957-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1957-61	1963- : 1964	1964- : 1965
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,950	2,144	2,475	5.1	5.3	97.5	103.4	39.7	47.3	47.8
Nov.	2,017	2,074	2,627	4.7	5.8	102.4	103.7	40.2	48.5	47.6
Dec.	1,911	2,097	2,604	4.7	5.4	99.0	105.9	40.0	48.1	46.6
Oct.-Dec.	5,878	6,315	7,706	---	---	---	---	---	48.0	47.3
Jan.	2,098	2,197		5.4		91.9		39.1	47.9	
Feb.	2,288	2,440		5.5		98.9		38.7	47.9	
Mar.	2,267	2,276		5.2		98.7		39.6	48.1	
Jan.-Mar.	6,653	6,913		---		---		---	48.0	
Apr.	2,239	2,677		6.1		97.7		39.3	46.4	
May	2,339	2,565		5.6		103.0		38.7	47.4	
June	2,291	2,412		5.3		99.9		38.3	47.7	
Apr.-June	6,869	7,654		---		---		---	47.2	
July	2,064	2,282		5.1		100.0		39.1	48.0	
Aug.	1,901	2,296		4.8		107.6		39.6	47.2	
Sept.	1,974	2,290		5.0		102.8		39.6	48.0	
July-Sept.	5,939	6,868		---		---		---	47.7	
Season	25,339	27,750		---		---		39.3	47.7	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

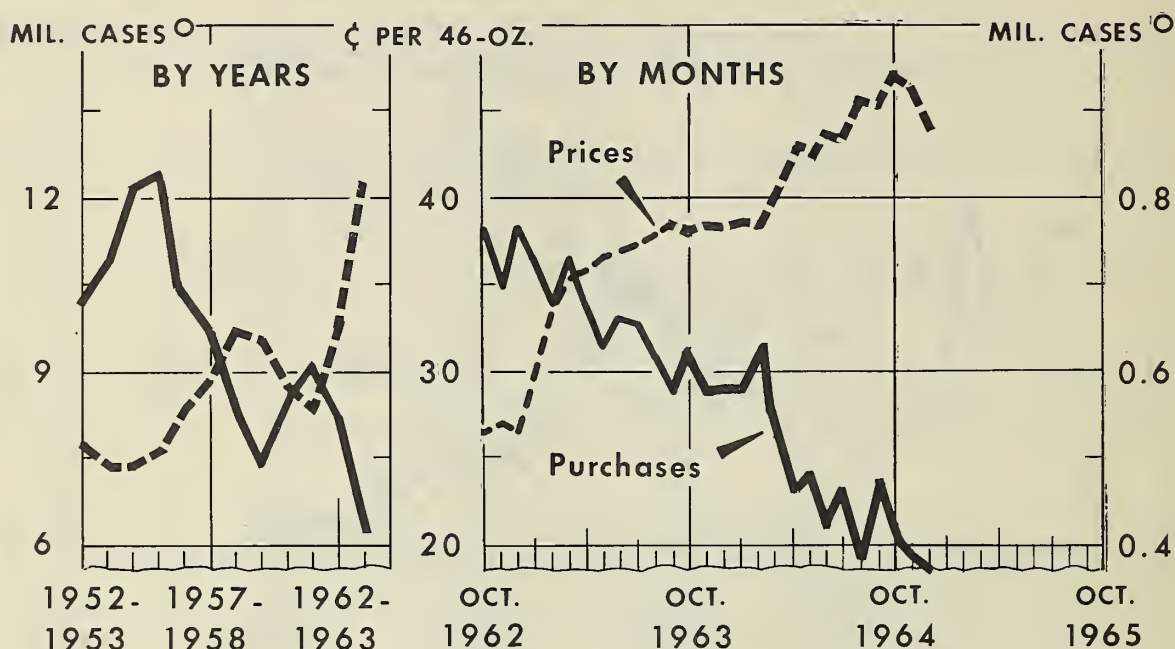
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period $\frac{1}{2}$	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1957-61	1963- : 1964	1964- : 1965
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	455	323	4.5	3.0	78.5	82.5	37.8	50.2	58.7
Nov.	808	456	327	4.3	3.4	84.4	76.7	37.7	51.4	57.8
Dec.	754	450	392	4.4	3.8	79.3	77.1	38.1	53.7	53.8
Oct.-Dec.	2,414	1,361	1,042	---	---	---	---	---	51.8	56.8
Jan.	892	453		4.4		79.5		37.0	56.0	
Feb.	909	415		4.3		77.0		37.5	55.4	
Mar.	915	376		3.8		78.8		37.5	58.5	
Jan.-Mar.	2,716	1,244		---		---			56.6	
Apr.	881	401		4.2		77.1		37.8	57.7	
May	838	365		3.8		73.5		37.9	57.5	
June	806	362		3.5		80.5		37.7	57.5	
Apr.-June	2,525	1,128		---		---			57.6	
July	764	337		3.5		76.0		38.5	55.5	
Aug.	708	331		3.4		74.6		39.0	57.6	
Sept.	709	339		3.4		75.1		39.9	57.4	
July-Sept.	2,181	1,007		---		---			56.8	
Season	9,836	4,740		---		---		38.0	55.5	

$\frac{1}{2}$ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

\circ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540

ECONOMIC RESEARCH SERVICE

Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

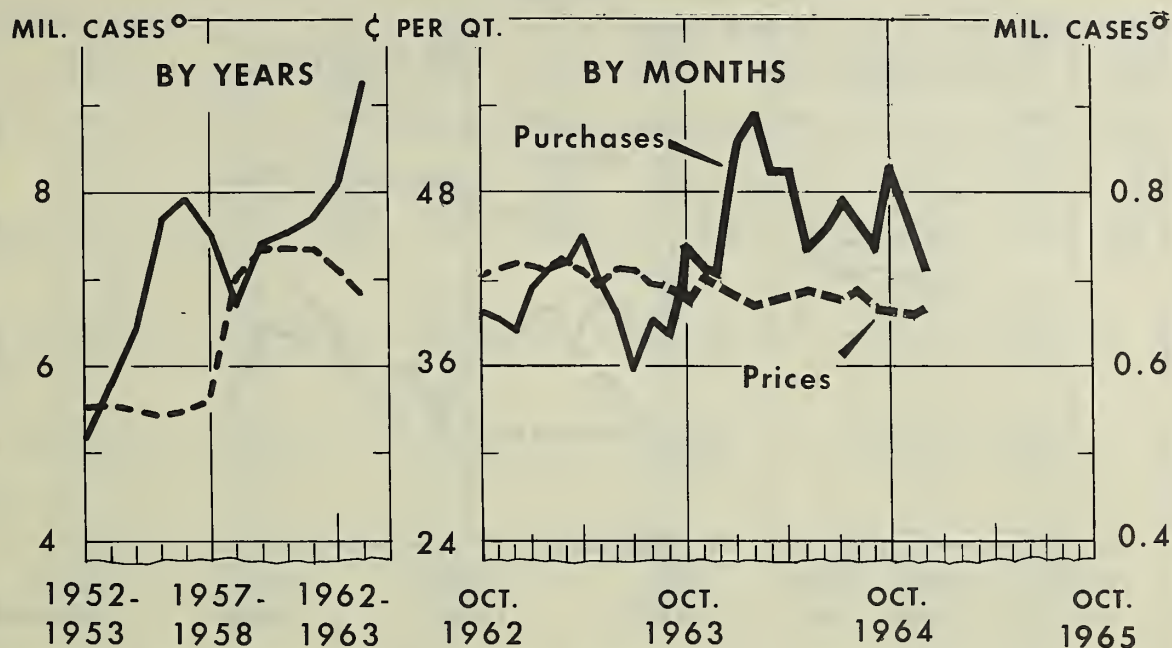
Period $\frac{1}{2}$	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1957-61	1963- : 1964	1964- : 1965
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	772	620	404	4.9	3.3	97.2	93.1	30.3	37.9	47.3
Nov.	683	566	379	4.6	3.5	96.7	82.6	30.7	38.4	46.5
Dec.	643	576	371	4.7	3.4	95.1	83.3	30.4	38.3	44.1
Oct.-Dec.	2,098	1,762	1,154	---	---	---	---	---	38.2	46.0
Jan.	755	575		4.5		99.1		30.1	38.9	
Feb.	715	636		4.8		99.6		30.4	38.5	
Mar.	738	549		4.6		93.5		30.1	40.3	
Jan.-Mar.	2,208	1,760		---		---		---	39.2	
Apr.	793	461		4.0		89.4		29.1	42.8	
May	781	484		4.2		88.8		28.9	42.5	
June	714	427		3.8		86.3		29.2	43.5	
Apr.-June	2,288	1,372		---		---		---	42.9	
July	632	464		3.8		92.8		30.3	42.9	
Aug.	683	389		3.4		87.6		29.9	45.3	
Sept.	663	474		3.8		96.4		30.3	45.1	
July-Sept.	1,978	1,327		---		---		---	44.4	
Season	8,572	6,221		---		---		30.0	40.8	

$\frac{1}{2}$ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

\circ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 2541

ECONOMIC RESEARCH SERVICE

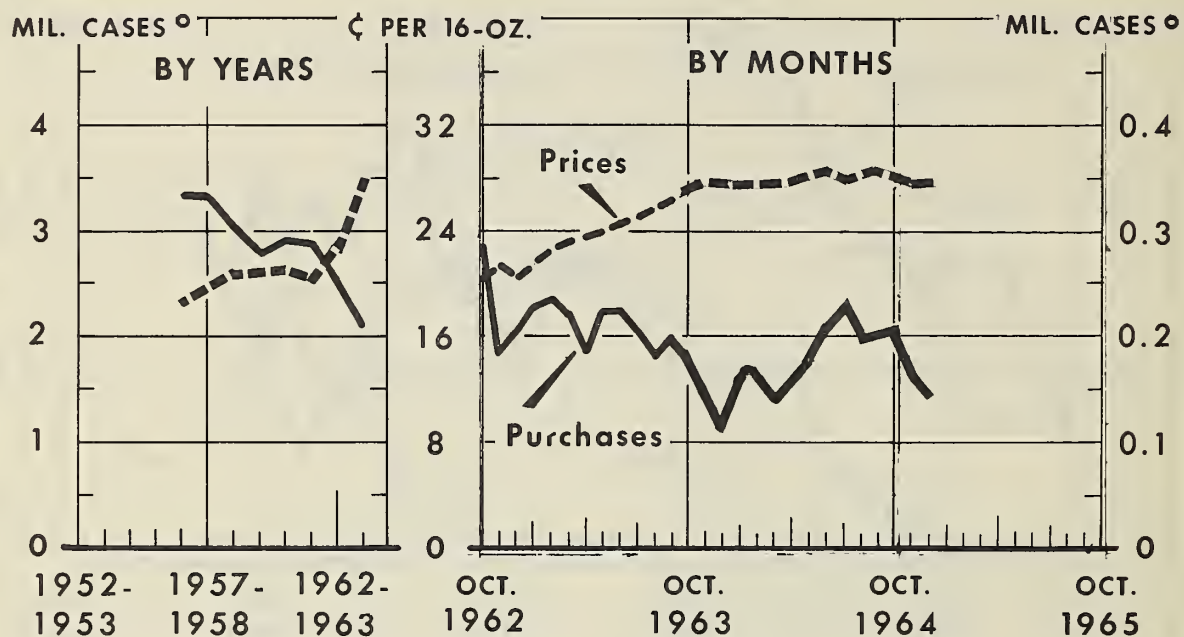
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	Average : 1957-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1957-61	1963- : 1964	1964- : 1965
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	731	826	7.3	8.0	77.6	78.4	39.9	40.8	39.9
Nov.	598	708	776	7.2	7.6	76.1	79.2	40.5	42.0	39.3
Dec.	599	706	706	7.3	7.2	74.5	75.4	40.8	41.6	40.1
Oct.-Dec.	1,829	2,145	2,308	---	---	---	---	---	41.5	39.8
Jan.	652	856		8.4		78.3		40.9	40.7	
Feb.	653	888		8.7		78.9		41.4	40.5	
Mar.	654	824		8.6		73.5		41.5	40.5	
Jan.-Mar.	1,959	2,568		---		---		---	40.6	
Apr.	602	826		8.0		78.1		41.7	40.8	
May	607	734		7.4		75.8		41.8	41.1	
June	600	756		7.4		77.7		41.7	40.9	
Apr.-June	1,809	2,316		---		---		---	40.9	
July	571	791		7.8		76.9		41.7	40.6	
Aug.	569	763		7.4		78.9		41.6	41.1	
Sept.	602	734		7.2		78.5		41.7	40.0	
July-Sept.	1,742	2,228		---		---		---	40.6	
Season	7,339	9,317		---		---		41.3	40.9	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S 480 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542

ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	Average : 1957-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1957-61	1963- : 1964	1964- : 1965
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	183	201	3.2	3.6	49.4	47.2	20.0	27.0	28.0
Nov.	249	143	161	2.9	2.6	43.0	52.5	20.3	27.8	27.7
Dec.	192	111	146	2.4	2.5	39.8	48.7	20.5	27.6	27.8
Oct.-Dec.	752	437	508	---	---	---	---	---	27.5	27.8
Jan.	245	164		3.1		45.8		20.2	26.9	
Feb.	239	159		2.7		49.7		20.2	27.6	
Mar.	225	142		2.9		41.4		20.4	27.5	
Jan.-Mar.	709	465		---		---		---	27.3	
Apr.	227	162		3.1		44.2		20.3	27.9	
May	233	176		3.4		44.3		20.4	28.1	
June	255	207		3.6		49.8		20.5	28.2	
Apr.-June	715	545		---		---		---	28.1	
July	264	234		3.9		51.4		20.7	27.6	
Aug.	253	199		3.3		52.1		20.4	28.2	
Sept.	284	200		3.1		55.5		20.4	28.2	
July-Sept.	801	633		---		---		---	28.0	
Season	2,977	2,080		---		---		20.4	27.7	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 480 ounces per case.

Table 7.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 1/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965	1963-1964	1964-1965	1962-1963	1963-1964	1964-1965
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	4,391	5,041	4,545	34.3	32.6	114.1	105.9	29.8	30.6	31.9
Nov.	4,535	4,619	4,563	34.1	33.8	103.6	102.3	29.9	31.5	32.3
Dec.	4,247	4,705	4,368	35.2	33.0	102.8	100.4	30.3	31.8	32.9
Oct.-Dec.	13,173	14,365	13,476	---	---	---	---	30.0	31.3	32.4
Jan.	5,340	5,106		36.8		107.4		29.8	32.0	
Feb.	5,867	5,140		36.3		108.2		29.8	31.8	
Mar.	6,242	4,982		36.6		105.2		30.0	31.9	
Jan.-Mar.	17,449	15,228		---		---		29.9	31.9	
Apr.	5,605	4,759		34.9		104.8		30.5	33.1	
May	5,510	4,668		34.4		103.8		30.2	32.9	
June	5,171	4,433		33.8		100.4		30.8	32.8	
Apr.-June	16,286	13,860		33.8		---		30.5	32.9	
July	4,720	4,328		32.2		101.4		31.4	32.6	
Aug.	4,740	4,256		32.0		100.9		31.5	31.5	
Sept.	4,748	4,220		31.3		102.2		31.7	32.1	
July-Sept.	14,208	12,804		---		---		31.5	32.1	
Season	61,116	56,257		---		---		30.5	32.0	

TABLE 8.--MISCELLANEOUS FROZEN CONCENTRATED JUICES: Consumer purchases, percentage of families buying, purchases per buying family and average price paid, October 1962 to date 3/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965	1963-1964	1964-1965	1962-1963	1963-1964	1964-1965
	gallons	gallons	gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	675	932	905	---	6.6	---	30.6	18.2	20.7	21.1
Nov.	643	853	823	6.1	6.4	32.1	28.9	18.2	21.2	21.7
Dec.	676	725	725	6.0	6.1	27.8	26.8	17.9	21.4	21.8
Oct.-Dec.	1,994	2,510	2,453	---	---	---	---	18.1	21.1	21.5
Jan.	1,027	981		7.8		28.9		18.2	21.3	
Feb.	1,082	1,007		8.0		28.8		19.0	21.0	
Mar.	1,106	944		7.6		28.5		19.1	21.6	
Jan.-Mar.	3,215	2,932		---		---		18.8	21.3	
Apr.	1,161	1,102		8.1		30.4		19.2	21.1	
May	1,208	828		6.6		28.5		19.4	21.5	
June	975	834		6.9		27.4		20.3	21.0	
Apr.-June	3,344	2,764		---		---		19.6	21.2	
July	903	800		6.3		28.8		20.3	21.1	
Aug.	872	832		6.3		29.6		20.6	20.6	
Sept.	822	794		6.3		28.7		21.0	21.2	
July-Sept.	2,597	2,426		---		---		20.6	21.0	
Season	11,150	10,632						19.3	21.1	

1/ Includes citrus blends, and canned juices other than orange, grapefruit and prune. 2/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. 3/ Includes citrus blends, and frozen concentrated juices other than orange.

Equivalent cases of 24 No. 2 cans ... 432 ounces per case.

Table 9.--TOTAL FROZEN CONCENTRATED FRUIT JUICES, AND FRUIT DRINKS: Consumer purchases and prices paid, October 1962 to date

Period 1/	Total frozen concentrated juices					Total frozen concentrated drinks				
	Purchases			Prices paid per 6-ounce can		Purchases			Prices paid per 6-ounce can	
	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965
	1,000	1,000	1,000			1,000	1,000	1,000		
	<u>Gallons</u>	<u>Gallons</u>	<u>Gallons</u>	<u>Cents</u>	<u>Cents</u>	<u>Gallons</u>	<u>Gallons</u>	<u>Gallons</u>	<u>Cents</u>	<u>Cents</u>
Oct.	7,394	4,170	5,274	26.1	24.3	---	1,504	1,225	14.7	13.9
Nov.	7,312	4,116	4,913	26.1	24.6	---	1,077	1,020	15.5	14.4
Dec.	7,891	3,965	4,888	26.6	24.4	---	917	782	15.2	14.4
Oct.-Dec.	22,597	12,251	15,075	26.3	24.5	---	3,498	3,027	15.1	14.2
Jan.	6,093	4,379		26.0		---	1,201		15.9	
Feb.	6,065	4,290		25.9		---	1,126		16.0	
Mar.	5,961	4,438		26.2		---	1,131		15.5	
Jan.-Mar.	18,119	13,107		26.0		---	3,458		15.8	
Apr.	4,962	4,751		25.6		1,458	1,545		15.0	
May	4,601	4,400		24.9		2,519	3,247		12.2	
June	4,044	4,385		24.8		3,623	3,360		11.6	
Apr.-June	13,607	13,536		25.1		7,600	8,152		12.9	
July	3,952	4,149		24.7		4,477	4,281		11.5	
Aug.	3,803	4,122		24.6		3,682	2,999		11.4	
Sept.	4,044	4,522		24.7		2,386	2,073		12.2	
July-Sept.	11,799	12,793		24.7		10,545	9,353		11.7	
Season	66,122	51,687		25.5		(18,145)	24,461		13.0	

Table 10.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average price paid, October 1962 to date 2/

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 32-ounce jar		
	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965	1963-1964	1964-1965	1962-1963	1963-1964	1964-1965
	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Oct.	311	194	227	1.0	1.3	43.9	40.3	63.0	77.9	74.2
Nov.	394	256	279	1.3	1.6	47.4	41.6	61.6	68.9	72.7
Dec.	326	222	256	1.2	1.4	45.3	42.6	62.4	71.3	72.1
Oct.-Dec.	1,031	672	762	---	---	---	---	62.3	72.7	73.0
Jan.	295	222		1.2		44.5		64.8	76.1	
Feb.	298	251		1.2		49.6		70.2	75.8	
Mar.	286	224		1.3		41.8		72.5	74.6	
Jan.-Mar.	879	697		---		---		69.2	75.5	
Apr.	284	280		1.3		51.5		75.0	74.5	
May	258	338		2.1		37.6		76.8	74.6	
June	180	312		1.9		39.3		77.5	76.2	
Apr.-June	722	930		---		---		76.4	75.1	
July	144	288		1.4		46.4		80.7	75.5	
Aug.	134	260		1.4		41.8		82.6	75.8	
Sept.	119	225		1.2		45.5		82.5	74.1	
July-Sept.	397	773		---		---		81.9	75.1	
Season	3,029	3,072		---		---		70.2	74.6	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. 2/ These estimates, as for all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying, estimates for chilled salads particularly should be used with caution.

Table 11.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of		Purchase per		Prices paid per		
				families buying		buying family		46-ounce can		
	Average : 1957-61 :	1963- : 1964 :	1964- : 1965 :	1963- : 1964 :	1964- : 1965 :	1963- : 1964 :	1964- : 1965 :	Average : 1957-61 :	1963- : 1964 :	1964- : 1965 :
	1,000	1,000	1,000							
	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Oct.	6,730	6,847	6,098	41.5	39.0	128.2	118.5	---	35.6	37.8
Nov.	6,495	6,349	6,045	41.3	40.3	117.8	114.2	---	36.8	37.7
Dec.	6,152	6,437	5,837	41.8	39.1	117.7	113.2	---	37.0	38.0
Oct.-Dec.	19,379	19,633	17,980	---	---	---	---	---	36.5	37.8
Jan.	6,931	6,990		44.2		122.0		---	37.4	
Feb.	6,940	7,079		43.8		123.4		---	37.1	
Mar.	7,015	6,731		43.9		118.4		---	37.3	
Jan.-Mar.	20,886	20,800		---		---		---	37.3	
Apr.	6,875	6,447		41.8		118.5		---	38.6	
May	6,817	6,251		40.4		117.8		---	38.2	
June	6,454	5,978		40.0		114.2		---	38.4	
Apr.-June	20,146	18,676		---		---		---	38.4	
July	6,013	5,920		38.9		115.2		---	38.2	
Aug.	5,892	5,739		38.6		112.9		---	37.6	
Sept.	5,995	5,767		37.8		115.8		---	37.9	
July-Sept.	17,900	17,426		---		---		---	37.9	
Season	78,311	76,535		---		---		---	37.5	

Table 12.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of		Purchase per		Prices paid per		
				families buying		buying family		46-ounce can		
	Average : 1959-61 :	1963- : 1964 :	1964- : 1965 :	1963- : 1964 :	1964- : 1965 :	1963- : 1964 :	1964- : 1965 :	Average : 1959-61 :	1963- : 1964 :	1964- : 1965 :
	1,000	1,000	1,000							
	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Oct.	2,858	4,630	4,723	23.6	23.0	152.2	154.0	32.0	32.0	31.6
Nov.	2,577	3,990	4,222	21.9	21.6	143.2	149.6	32.8	32.2	32.0
Dec.	2,635	4,224	4,263	21.9	22.0	150.2	145.3	32.3	32.8	32.5
Oct.-Dec.	8,070	12,844	13,208	---	---	---	---	---	32.3	32.0
Jan.	3,235	5,094		25.0		156.0		31.8	32.1	
Feb.	3,362	5,624		26.5		164.0		31.9	32.1	
Mar.	3,408	5,471		26.5		160.3		31.7	32.1	
Jan.-Mar.	10,005	16,189		---		---		---	32.1	
Apr.	3,558	5,957		28.4		162.4		31.7	31.8	
May	3,758	6,213		29.1		165.2		31.7	31.7	
June	4,027	5,980		28.6		160.3		31.3	31.4	
Apr.-June	11,343	18,150		---		---		---	31.6	
July	4,007	6,201		28.6		165.8		30.8	30.9	
Aug.	3,486	5,498		25.8		164.1		31.1	31.0	
Sept.	3,233	4,937		23.2		162.2		31.5	31.6	
July-Sept.	10,726	16,636		---		---		---	31.2	
Season	40,144	63,819		---		---		31.7	31.8	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases No. 24 cans ... 432 ounces per case.

Table 13.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per dozen		
	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965	1963-1964	1964-1965	1962-1963	1963-1964	1964-1965
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	12,888	12,673	13,527	15.4	16.2	17.8	17.7	62.4	62.3	67.1
Nov.	24,791	20,614	22,962	24.9	25.8	17.9	18.8	48.6	59.7	56.4
Dec.	42,444	40,586	41,422	40.8	41.4	21.4	21.2	49.4	55.8	58.7
Oct.-Dec.	80,123	73,873	77,911	---	---	---	---	51.2	59.3	60.7
Jan.	27,332	42,660		39.2		23.3		67.3	57.5	
Feb.	25,296	43,928		39.5		23.8		72.9	57.4	
Mar.	20,699	41,937		38.0		23.7		74.6	57.6	
Jan.-Mar.	73,327	128,525		---		---				
Apr.	18,016	35,406		32.7		23.1		77.4	61.2	
May	16,790	28,964		28.1		22.0		75.3	58.3	
June	13,997	21,673		21.8		21.3		68.6	56.3	
Apr.-June	48,803	86,043		---		---				
July	12,232	12,900		13.9		19.7		61.0	61.3	
Aug.	10,091	9,994		10.5		20.1		61.8	61.4	
Sept.	11,491	10,122		11.3		19.1		58.3	64.0	
July-Sept.	33,814	33,016		---		---				
Season	236,067	321,457		---		---		63.5	58.5	

Table 14.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per dozen		
	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965	1963-1964	1964-1965	1962-1963	1963-1964	1964-1965
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Grapefruit	Grapefruit	Cents	Cents	Cents
Oct.	5,796	6,410	4,661	19.2	15.0	7.2	6.6	96.5	117.3	131.6
Nov.	10,570	10,203	10,612	23.4	24.9	9.4	9.0	87.4	110.4	111.0
Dec.	11,349	10,760	11,334	23.5	24.2	9.8	9.9	88.4	109.5	109.7
Oct.-Dec.	27,715	27,373	26,607	---	---	---	---	89.7	112.4	117.4
Jan.	9,217	12,880		27.1		10.2		106.2	110.7	
Feb.	10,191	13,057		26.8		10.5		106.8	110.8	
Mar.	9,963	12,027		25.5		10.1		108.6	117.2	
Jan.-Mar.	29,371	37,964		---		---				
Apr.	8,933	8,375		19.1		9.4		115.6	137.0	
May	5,946	4,370		11.8		7.9		133.2	154.2	
June	2,663	2,454		7.4		7.0		163.5	158.6	
Apr.-June	17,542	15,199		---		---				
July	765	1,028		3.3		6.5		167.4	155.2	
Aug.	466	726		2.6		5.9		166.2	160.5	
Sept.	836	559		2.2		5.5		136.9	172.1	
July-Sept.	2,067	2,313		---		---				
Season	76,695	82,849		---		---		107.1	119.8	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 15.--Equivalent single-strength purchases of orange and grapefruit juices, other juices, and fruit drinks, October 1962 to date 1/

Period 2/	Orange and grapefruit juices 3/			Other juices 4/			Canned single-strength fruit drinks			Frozen concentrated fruit drinks			Total all products		
	1962- cases	1963- cases	1964- cases	1962- cases	1963- cases	1964- cases	1962- cases	1963- cases	1964- cases	1963- cases	1964- cases	1965- cases	1963- cases	1964- cases	1965- cases
Monthly															
Oct.	10,320	5,547	6,637	5,851	6,876	6,443	3,304	4,630	4,723	1,974	1,598	19,027	19,401		+2.0
Nov.	10,110	5,504	6,331	5,949	6,338	6,314	2,905	3,990	4,222	1,407	1,329	17,239	18,196		+5.6
Dec.	10,903	5,486	6,468	5,684	6,270	5,933	2,859	4,224	4,263	1,201	1,023	17,181	17,687		+2.9
Oct-Dec:	31,333	16,537	19,436	17,484	19,484	18,690	9,068	12,844	13,208	4,582	3,950	53,447	55,284		+3.4
Jan.	8,363	5,706		7,250	7,124		4,176	5,094		1,553		19,477			
Feb.	8,132	5,664		7,865	7,221		4,594	5,624		1,448		19,957			
Mar.	8,192	5,739		8,272	6,925		4,703	5,471		1,480		19,615			
Jan-Mar:	24,687	17,109		23,387	21,270		13,473	16,189		4,481		59,049			
Apr.	6,547	5,979		7,730	6,891		5,075	5,957		2,018		20,845			
May	5,962	5,842		7,641	6,383		5,169	6,213		4,393		22,831			
June	5,526	5,712		6,985	6,177		5,035	5,980		4,561		22,430			
Apr-June:	18,035	17,533		22,356	19,451		15,279	18,150		10,972		66,106			
July	5,354	5,446		6,384	6,067		5,600	6,201		5,826		23,540			
Aug.	5,120	5,299		6,424	6,005		5,241	5,498		4,076		20,878			
Sept.	5,438	5,910		6,354	5,895		4,509	4,937		2,789		19,531			
July-Sept:	15,912	16,655		19,162	17,967		15,350	16,636		12,691		63,949			
Cumulative															
Oct.	10,320	5,547	6,637	5,851	6,876	6,443	3,304	4,630	4,723	1,974	1,598	19,027	19,401		+2.0
Nov.	20,430	11,051	12,968	11,800	13,214	12,757	6,209	8,620	8,945	3,381	2,927	36,266	37,597		+3.7
Dec.	31,333	16,637	19,436	17,484	19,484	18,690	9,068	12,844	13,208	4,582	3,950	53,447	55,284		+3.4
Jan.	39,696	22,243		24,734	26,608		13,244	17,938		6,135		72,924			
Feb.	47,828	27,907		32,599	33,829		17,838	23,562		7,583		92,881			
Mar.	56,020	33,646		40,871	40,754		22,541	29,033		9,063		112,496			
Apr.	62,567	39,625		48,601	47,645		27,616	34,990		11,081		133,341			
May	68,529	45,467		56,242	54,028		32,785	41,203		15,474		156,172			
June	74,055	51,179		63,227	60,205		37,820	47,183		20,035		178,602			
July	79,409	56,625		69,611	66,272		43,420	53,384		25,861		202,142			
Aug.	84,529	61,924		76,035	72,277		48,661	58,882		29,937		223,020			
Sept.	89,967	67,834		82,389	78,172		53,170	63,819		32,726		242,551			

1/ Frozen concentrated juices converted to single-strength equivalent at 4 to 1; frozen concentrated fruit drinks, marketed at various concentrations, at 4.5 to 1. The latter is an approximation, since the product mix, which varies widely by season, is not known. 2/ 4-weeks (28-days) per month; 48 weeks per season. 3/ Frozen concentrated, chilled, and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 16.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1963 to date ^{1/}

Month and year ^{2/}	Frozen concentrated juices ^{3/}			Chilled orange juice	Canned single-strength juices			Canned single-strength fruit drinks	Canned single-strength fruit drinks	Frozen concentrated fruit drinks	Average all items
	Cents	Cents	Cents		Orange	Grape-fruit	Prune	Misc. ^{4/}	Average		
				Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
<u>1963-64</u>											
October	6.9	5.2	6.5	8.9	6.5	4.9	7.6	4.0	4.6	3.3	5.0
November	6.8	5.3	6.5	9.1	6.7	5.0	7.9	4.1	4.8	3.5	5.2
December	7.0	5.4	6.6	9.0	7.0	5.0	7.8	4.1	4.8	3.5	5.2
January	6.8	5.3	6.5	9.0	7.3	5.1	7.6	4.2	4.9	3.6	5.2
February	6.8	5.2	6.5	9.0	7.2	5.0	7.6	4.1	4.8	3.7	5.1
March	6.8	5.4	6.6	9.0	7.6	5.3	7.6	4.2	4.9	3.5	5.2
April	6.8	5.3	6.4	8.7	7.5	5.6	7.6	4.3	5.0	3.4	5.1
May	6.4	5.4	6.2	8.9	7.5	5.5	7.7	4.3	5.0	2.7	4.7
June	6.4	5.2	6.2	8.9	7.5	5.7	7.7	4.3	5.0	2.5	4.7
July	6.4	5.3	6.2	9.0	7.2	5.6	7.6	4.3	5.0	2.5	4.5
August	6.4	5.2	6.2	8.8	7.5	5.9	7.7	4.1	4.9	2.5	4.6
September	6.4	5.3	6.2	9.0	7.5	5.9	7.5	4.2	4.9	2.7	4.9
Season	6.7	5.3	6.4	8.9	7.2	5.3	7.7	4.2	4.9	2.9	4.9
<u>1964-65</u>											
October	6.2	5.3	6.1	9.0	7.6	6.2	7.5	4.2	4.9	3.2	5.1
November	6.3	5.4	6.2	8.9	7.5	6.1	7.4	4.2	4.9	3.3	5.2
December	6.2	5.4	6.1	8.7	7.0	5.8	7.5	4.3	5.0	3.3	5.2
January											
February											
March											
April											
May											
June											
July											
August											
September											
Season											

^{1/} Based on prices paid per specified unit: Frozen concentrated juices and fruit drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. ^{2/} 4-weeks (28-days) per month; 48-weeks per season. ^{3/} Frozen concentrated juices converted to ready-to-drink basis at 4 to 1; frozen concentrated fruit drinks approximated at 4.5 to 1. See table 15. ^{4/} Includes citrus blends.

Table 17.---Expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1963 to date 1/

Month and year 2/	Frozen		Chilled orange juice	Canned single-strength juices					Canned single- strength fruit drinks	Canned grapefruit sections	Chilled citrus salads	Fresh oranges	Fresh grapefruit
	Concentrated juices			Orange : Grapefruit : Prune : Misc. : All									
	Dol.	Dol.		Dol.	Dol.	Dol.	Dol.	Dol.					
1963-64													
October	1.68	---	1.44	.86	.80	.99	.76	.99	1.06	.83	1.07	.92	.70
November	1.69	1.13	1.55	.94	.81	1.00	.71	.94	1.00	.75	1.02	.89	.86
December	1.69	.99	1.49	.92	.79	.97	.71	.95	1.07	.69	1.01	1.00	.89
January	1.64	1.03	1.37	.97	.84	1.00	.75	.99	1.09	.77	1.06	1.12	.94
February	1.66	1.01	1.48	.93	.84	1.00	.75	.99	1.15	.86	1.17	1.14	.98
March	1.75	1.03	1.48	1.00	.82	.93	.73	.96	1.12	.71	.98	1.14	.98
April	1.78	1.07	1.42	.97	.83	1.00	.75	1.00	1.12	.77	1.20	1.18	1.07
May	1.68	1.02	1.53	.92	.82	.97	.74	.98	1.14	.78	.88	1.07	1.02
June	1.69	.96	1.49	1.01	.82	.99	.72	.95	1.09	.88	.94	1.00	.92
July	1.66	1.01	1.50	.92	.87	.97	.72	.96	1.11	.89	1.09	1.01	.84
August	1.62	1.02	1.59	.93	.86	1.02	.69	.92	1.11	.92	.99	1.03	.79
September	1.66	1.01	1.54	.94	.95	.98	.71	.96	1.12	.98	1.05	1.02	.79
Season	1.68	1.03	1.49	.94	.84	.98	.73	.96	1.10	.82	1.04	1.04	.90
1964-65													
October	1.78	1.08	1.54	1.05	.96	.98	.73	.98	1.06	.83	.93	.99	.72
November	1.66	1.05	1.54	.97	.84	.97	.72	.93	1.04	.91	.95	.89	.83
December	1.66	.97	1.54	.90	.80	.95	.72	.93	1.03	.85	.96	1.04	.90
January													
February													
March													
April													
May													
June													
July													
August													
September													
Season													

1/ Based on prices paid per specified unit: Frozen concentrated juices, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength fruit drinks, and juices other than prune, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 18.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1963 to date 1/

Month and year 2/	Frozen concentrated juices		Chilled orange juice		Canned single-strength juices			Canned single-strength drinks		Frozen concentrated fruit drinks		Canned grapefruit sections		Chilled citrus salads and sections		Fresh grapefruit		Fresh oranges		Total	
	Orange		Misc. 3/		Orange			Grapefruit		Prune		Misc. 3/									
	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars
1963-64	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Oct.	19,134	4,116	4,056	2,145	2,207	4,026	14,487	13,914	4,705	4,705	1,482	605	7,895	7,519	86,291						
Nov.	19,073	3,858	4,024	2,201	2,941	4,014	13,664	12,066	3,554	3,554	1,193	706	12,307	11,264	89,965						
Dec.	19,215	3,310	4,035	2,269	2,072	3,965	14,051	13,011	2,991	2,991	919	633	22,647	11,782	100,900						
Jan.	19,790	4,458	4,209	2,382	2,101	4,703	15,345	15,356	4,068	4,068	1,323	676	24,530	14,258	113,199						
Feb.	19,190	4,511	4,675	2,159	2,300	4,855	15,350	16,954	3,842	3,842	1,317	761	25,215	14,467	115,596						
March	20,423	4,350	4,379	2,066	2,078	4,505	14,925	16,493	3,740	3,740	1,172	668	24,156	14,096	113,051						
April	21,018	4,960	4,969	2,173	1,853	4,550	14,793	17,790	4,942	4,942	1,356	834	21,668	11,474	112,380						
May	19,584	3,798	4,863	1,971	1,932	4,073	14,423	18,496	8,467	8,467	1,484	1,009	16,886	6,739	103,725						
June	19,469	3,736	4,602	1,955	1,744	4,174	13,655	17,634	8,328	8,328	1,751	951	12,202	3,892	94,093						
July	18,290	3,601	4,381	1,757	1,869	4,335	13,250	17,995	10,483	10,483	1,938	870	7,908	1,595	88,272						
Aug.	17,968	3,656	4,335	1,791	1,555	4,234	12,590	16,006	7,325	7,325	1,684	788	6,136	1,165	79,333						
Sept.	20,200	3,591	4,397	1,827	2,008	3,964	12,722	14,651	5,405	5,405	1,692	667	6,478	962	78,564						
Season	233,354	47,945	52,925	24,696	23,860	51,398	169,255	190,366	67,850	67,850	17,311	9,168	188,028	99,213	1,175,369						
1964-65																					
Oct.	23,301	4,074	4,732	1,781	1,795	4,449	13,616	14,016	3,639	3,639	1,688	674	9,077	6,134	88,976						
Nov.	21,987	3,810	5,002	1,775	1,555	4,117	13,841	12,688	3,125	3,125	1,338	811	12,951	11,779	94,879						
Dec.	22,114	3,372	4,854	1,981	1,537	3,822	13,496	13,011	2,410	2,410	1,218	738	24,315	12,433	105,301						
Jan.																					
Feb.																					
March																					
April																					
May																					
June																					
July																					
Aug.																					
Sept.																					
Season																					

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen oranges and grapefruit. 2/ 4 weeks (28 days) per month; 48-weeks per season. 3/ Includes citrus blends.

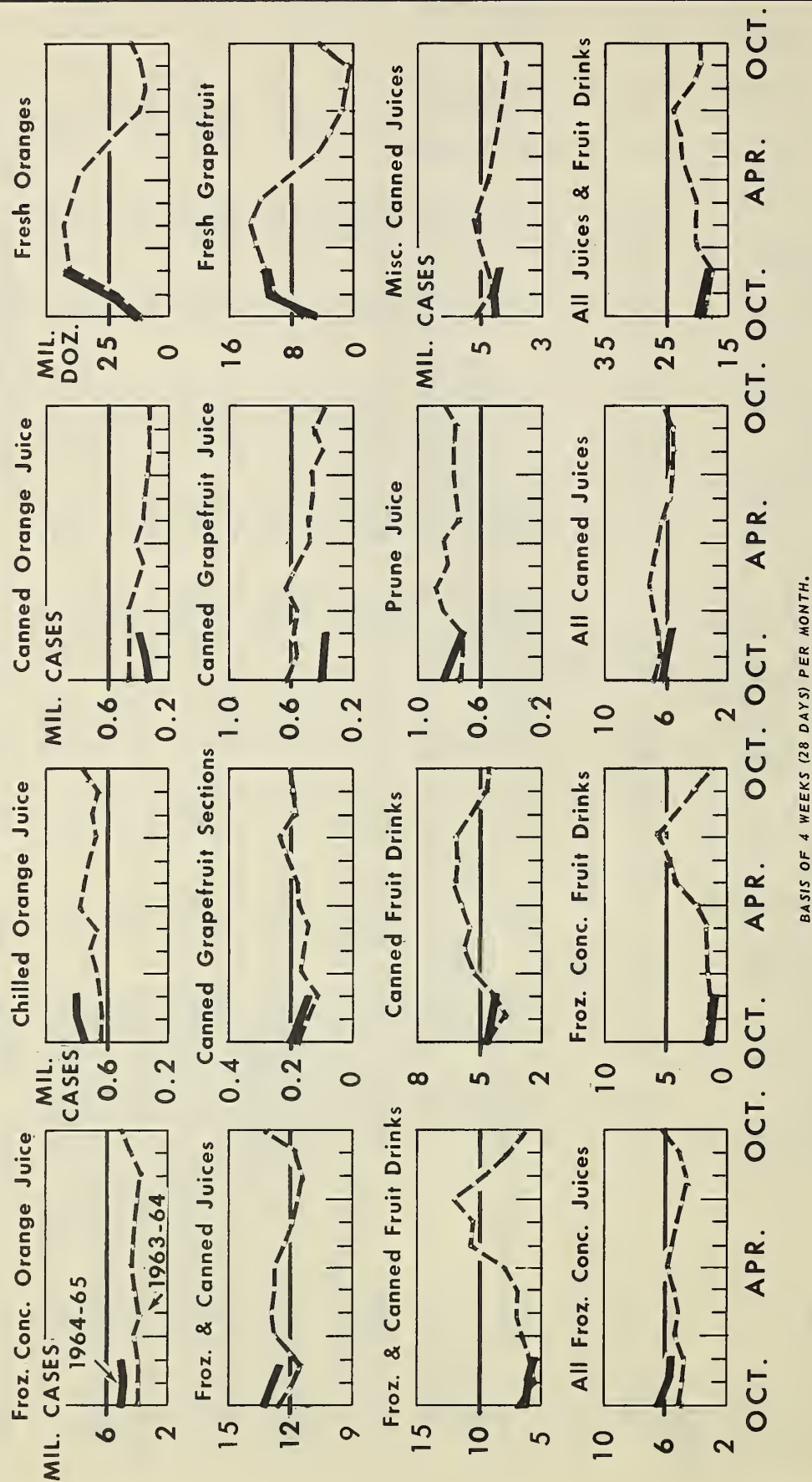
Table 19.--Average monthly consumer purchases and prices paid for citrus fruit, juices, drinks and other products, October-December 1963 and 1964 ^{1/}

Product	Total consumer purchases				Proportion of families buying				Purchases per buying family				Average prices paid	
	Volume - 1,000 units		Share of market		Number		Average each purchase		Quantity per month		Average prices paid			
	Oct.-Dec. 1963	Oct.-Dec. 1964	Oct.-Dec. 1963	Oct.-Dec. 1964	Oct.-Dec. 1963	Oct.-Dec. 1964	Oct.-Dec. 1963	Oct.-Dec. 1964	Oct.-Dec. 1963	Oct.-Dec. 1964	Oct.-Dec. 1963	Oct.-Dec. 1964	Oct.-Dec. 1963	Oct.-Dec. 1964
Juices														
Frozen concentrated:														
Orange	3,247	4,207	+29.6	21.6	27.0	20.4	23.1	2.0	1.9	18.5	20.8	36.6	40.7	6 27.6 25.0
Miscellaneous	836	818	- 2.3	5.6	5.3	6.0	6.4	1.8	1.8	16.6	16.1	30.0	28.8	6 21.1 21.5
Total concentrated	4,083	5,025	+23.1	27.2	32.3	---	---	---	---	---	---	---	---	* 6.6 6.1
Chilled orange	2,105	2,568	+22.0	3.5	4.1	4.8	5.5	2.5	2.5	39.7	41.8	99.6	104.3	32 48.0 47.3
Canned single-strength:														* 9.0 8.9
Orange	454	347	-23.4	2.5	1.9	4.4	3.4	1.7	1.7	49.1	47.0	80.7	78.8	46 51.8 56.8
Grapefruit	587	385	-34.5	3.3	2.1	4.7	3.4	1.5	1.5	62.8	57.9	96.3	86.3	46 38.2 46.0
Prune	715	769	+ 7.6	4.0	4.2	7.3	7.6	1.8	1.7	43.1	45.1	76.1	77.7	32 41.5 39.8
Miscellaneous	4,788	4,492	- 6.2	26.9	24.3	34.5	33.1	2.0	1.9	54.0	53.0	106.8	102.9	46 31.3 32.4
Total canned	6,544	5,993	- 8.4	36.7	32.5	41.5	39.5	2.3	2.2	52.8	51.7	121.2	115.3	* 4.7 4.9
Total juices ^{3/}	12,006	12,707	+ 5.8	67.4	69.0	---	---	---	---	---	---	---	---	* 5.7 5.7
Fruit Drinks														
Frozen concentrated	1,166	1,009	-13.5	8.6	7.2	---	---	---	---	---	---	---	---	6 15.1 14.2
Canned single-strength	4,281	4,402	+ 2.8	24.0	23.9	22.5	22.2	2.0	2.0	72.8	74.6	148.5	149.6	46 32.3 32.0
Total fruit drinks ^{3/}	5,808	5,719	- 1.5	32.6	31.0	---	---	---	---	---	---	---	---	* 4.0 4.0
Total Juices & Fruit Drinks ^{3/}	17,814	18,426	+ 3.4	100.0	100.0	---	---	---	---	---	---	---	---	* 5.2 5.2
Processed Citrus Fruit:														
Canned grapefruit sections:	146	169	+15.8	---	---	2.8	2.9	1.4	1.4	32.3	34.3	44.1	49.5	16 27.5 27.8
Chilled salads & sections:	224	254	+13.4	---	---	1.2	1.4	1.5	1.4	30.3	29.2	45.5	41.5	32 72.7 73.0
Fresh Citrus Fruit:														
Oranges	24,624	25,970	+ 5.5	---	---	27.0	27.8	1.7	1.7	11.4	11.5	19.0	19.2	1 59.3 60.7
Grapefruit	9,124	8,869	- 2.8	---	---	22.0	21.4	1.8	1.7	5.0	5.0	8.8	8.5	1 112.4 117.4

^{1/} Includes three 4-week periods or 12 weeks. See tables 1-14. Calculations made from unrounded data. ^{2/} Equivalent cases of 24 No. 2 cans ... 432 ounces per case, except 480 ounces for grapefruit sections. ^{3/} Includes single-strength equivalent of frozen concentrates with concentrated juices converted at 4 to 1, and concentrated fruit drinks at 4.5 to 1. The latter is an approximation since purchases by concentration, which vary widely by season, are not known. * 6-ounce serving.

CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 7

The figure consists of nine line graphs arranged in a 3x3 grid, each showing the percentage of a specific fruit product consumed in the United States from October 1963 to October 1965. The graphs compare two periods: 1964-65 (solid line) and 1963-64 (dashed line). The x-axis for all graphs represents time, with major ticks for OCT. 1963, APR. 1964, OCT. 1964, and APR. 1965. The y-axis represents the percentage of consumption.

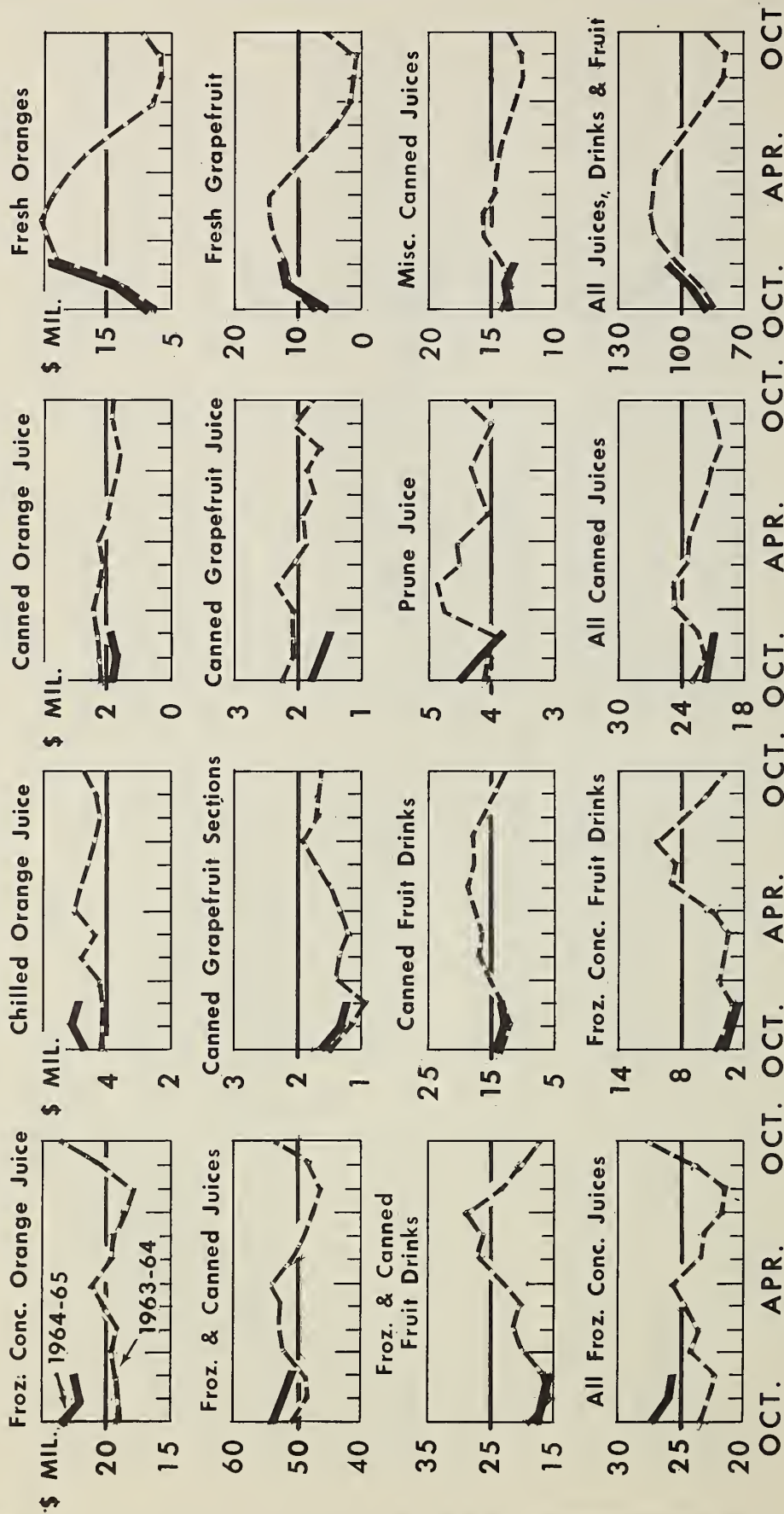
- Fresh Oranges:** The y-axis ranges from 10% to 30%. Consumption in 1964-65 starts at approximately 25% in Oct 1963, rises to a peak of about 30% in Apr 1964, and then declines to about 20% by Oct 1965. The 1963-64 period shows a similar but lower trend, starting at about 20% and peaking at 25% in Apr 1964.
- Canned Orange Juice:** The y-axis ranges from 3% to 5%. Consumption in 1964-65 starts at about 3.5% in Oct 1963, dips slightly, then rises to a peak of about 4.5% in Apr 1964, before declining to about 3.5% by Oct 1965. The 1963-64 period shows a more stable trend, starting at about 3.5% and ending at about 4.0%.
- Chilled Orange Juice:** The y-axis ranges from 4% to 6%. Consumption in 1964-65 starts at about 5.5% in Oct 1963, dips to about 4.5% in Apr 1964, then rises to a peak of about 5.5% in Oct 1964, before declining to about 4.5% by Apr 1965. The 1963-64 period shows a similar trend, starting at about 5.5% and ending at about 4.5%.
- Fresh Grapefruit:** The y-axis ranges from 0 to 30%. Consumption in 1964-65 starts at about 15% in Oct 1963, rises to a peak of about 25% in Apr 1964, and then declines to about 10% by Oct 1965. The 1963-64 period shows a similar but lower trend, starting at about 10% and peaking at 20% in Apr 1964.
- Canned Grapefruit Juice:** The y-axis ranges from 3 to 7. Consumption in 1964-65 starts at about 3.5% in Oct 1963, rises to a peak of about 6.5% in Apr 1964, and then declines to about 3.5% by Oct 1965. The 1963-64 period shows a similar trend, starting at about 3.5% and ending at about 4.0%.
- Canned Grapefruit Sections:** The y-axis ranges from 2 to 6. Consumption in 1964-65 starts at about 3.5% in Oct 1963, rises to a peak of about 5.5% in Apr 1964, and then declines to about 3.5% by Oct 1965. The 1963-64 period shows a similar trend, starting at about 3.5% and ending at about 4.0%.
- All Canned Juices:** The y-axis ranges from 35 to 55. Consumption in 1964-65 starts at about 45% in Oct 1963, rises to a peak of about 50% in Apr 1964, and then declines to about 40% by Oct 1965. The 1963-64 period shows a similar trend, starting at about 40% and ending at about 45%.
- Misc. Canned Juices:** The y-axis ranges from 30 to 42. Consumption in 1964-65 starts at about 35% in Oct 1963, rises to a peak of about 40% in Apr 1964, and then declines to about 30% by Oct 1965. The 1963-64 period shows a similar trend, starting at about 35% and ending at about 35%.
- Canned Fruit Drinks:** The y-axis ranges from 16 to 32. Consumption in 1964-65 starts at about 25% in Oct 1963, rises to a peak of about 30% in Apr 1964, and then declines to about 20% by Oct 1965. The 1963-64 period shows a similar trend, starting at about 25% and ending at about 25%.
- Froz. Conc. Orange Juice:** The y-axis ranges from 16 to 24. Consumption in 1964-65 starts at about 20% in Oct 1963, rises to a peak of about 22% in Apr 1964, and then declines to about 18% by Oct 1965. The 1963-64 period shows a similar trend, starting at about 20% and ending at about 20%.
- Misc. Froz. Conc. Juices:** The y-axis ranges from 3 to 9. Consumption in 1964-65 starts at about 5% in Oct 1963, rises to a peak of about 7% in Apr 1964, and then declines to about 4% by Oct 1965. The 1963-64 period shows a similar trend, starting at about 5% and ending at about 5%.
- Prune Juice:** The y-axis ranges from 5 to 9. Consumption in 1964-65 starts at about 7% in Oct 1963, rises to a peak of about 8% in Apr 1964, and then declines to about 6% by Oct 1965. The 1963-64 period shows a similar trend, starting at about 7% and ending at about 7%.

BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 8

CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS

Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 9

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